

ABSTRACT OF THE DISCLOSURE

A broadcast verification system is provided which enables broadcast verification to be performed by a third party being 5 independent of a broadcasting station, without being assisted by another, at low costs and to be reported to a client.

The client submits CM (Commercial Message) images to the broadcasting station and registers feature descriptors in a database. When the broadcasting station broadcasts the CM images 10 in accordance with a contract, a receiving device in a checking base extracts contents from received broadcasting waves and a checking section compares feature descriptors of the contents with that of contents stored in the database. When there is coincidence between them, the checking section transmits 15 comparison results to an aggregating section which creates a report including broadcast time, broadcasting channel, broadcasting state and submits it to the client. A broadcast verifying agent receives a broadcast verification entrusting fee .